



American Heart Association.

EmPOWERED to Serve™

Keep the Beat

LESSON PLAN

Call to Action

Hands-Only CPR has been shown to be as effective as conventional CPR for cardiac arrest at home, at work or in public. Visit heart.org/HandsOnlyCPR to watch the Hands-Only CPR instructional video and share it with the important people in your life.

Community Need

Cardiac arrest is when the heart stops beating. And it is more common than you think. It can happen to anyone at any time. Seven out of 10 cardiac arrests occur at a home or residence. Many victims appear healthy with no known heart disease or other risk factors.

About 10% of people who go into cardiac arrest at home or work do not survive. The impact on multicultural communities is great:

- African Americans who go into cardiac arrest in a community setting are less likely to survive.
- Bystanders are less apt to provide CPR to African Americans and Latinos in need of help.
- Poor neighborhoods, and those where mostly African American, Hispanics and people with limited English skills live, have low cardiac arrest survival rates.



In addition, not calling 911 for help can reduce the chance of survival and getting the best treatment. Yet many in the multicultural community do not act quickly enough:

- Mexican Americans are less likely than white to call 911 and be taken by emergency medical services (EMS) to the hospital.
- Both Mexican Americans and white women are less likely than men to arrive at the hospital within three hours.
- Few African Americans call 911 immediately.

Some do not call because they are worried about language issues, having to pay before transport, emergency medical staff asking for ID, or getting in trouble. Sadly, 70% of Americans may feel helpless to act during a cardiac emergency because they either do not know how to administer CPR (cardiopulmonary resuscitation) or their training has



significantly lapsed. CPR is the emergency life-saving procedure performed when a person stops breathing or the heart stops beating. Hands-Only CPR is done without breaths— you only use your hands. And, Hands-Only CPR can help you save a life. In fact, immediate CPR can double or triple the chances of survival after sudden cardiac arrest. The life you save is most likely to be someone you love.

You can prepare yourself to act in an emergency by simply viewing the Hands-Only CPR instructional video. “Keep the Beat” provides an overview of Hands-Only CPR, as well as an opportunity to view the Stayin’ Alive instructional video.

Three Important Points

Our lives are busy and many of us are on information overload. That’s why we focus on three key messages:

- Hands-Only CPR can help teens and adults who suddenly collapse.
- Call 911 and stay on the phone until the 911 dispatcher provides further instruction.
- Push hard and fast in the center of the chest to the best of “Stayin’ Alive.”

Preparing for the Lesson

- Budget at least 30 minutes to present the lesson.
- If you are conducting a health screening, add 20 minutes or more before the meeting for participants to get their blood pressure and weight checked.
- Review the speaker notes prior to the lesson to be familiar with the information and know what additional resources are used.
- View the YouTube videos featured in the lesson at <http://bit.ly/38vrbe8> and <http://bit.ly/37p1fQ5>
- If handouts are referenced in the presentation, we recommend distributing the pages prior to beginning the lesson.
- Additional resources are available on the Resources List pdf. These could be added to lengthen the presentation or provide ideas for small group discussion. You may also provide the Resources List pdf to the attendees so they have links to information discussed in the lesson.



Program Materials

No access to a Slide Projector? Print out the slides and put them in a three-ring binder. Use the printed slides as a script to deliver your health lesson.

- Flip chart and markers.
- Handouts (one copy per participant):
 - Hands-Only CPR Fact Sheet <http://bit.ly/2HlqqbO>
 - Cardiac Arrest vs. Heart Attack. <http://bit.ly/2tmPLyo>
- Pens
- Goody bags (optional): Reach out to local businesses such as hospitals, wellness centers, local clinics and other health organizations. Ask them about donating giveaways for participants. Also check out the American Heart Association online store (shopheart.org) for giveaways to buy in bulk

Audiovisual Needs

- Projector for PowerPoint slides.
- Internet connection (optional).

Wrap-Up

Reminder! Once participants have left, be sure to complete the Questionnaire.

Slide Program with Talking Points and Discussion Questions

The “Notes” section of the PowerPoint slides includes scripted comments for the lesson. Use this to help walk through the lesson. To engage participants, the talking points also include potential discussion questions. For our reference, below is a list of these questions:

- Is anyone in the group trained in CPR? If yes, have you been called upon to act in an emergency?
- Has anyone heard about Hands-Only CPR? (It’s used for teenagers 13 and older or adults.)



- Who feels confident about what to do during a cardiac emergency?
- What are some of the reasons you think people are reluctant to call 911?
- Do you know anyone who has had a heart attack?
- Do you know anyone who has had cardiac arrest?
- Does the thought of helping out in an emergency make you nervous?
- What did you think of the Stayin' Alive video?
- Does everyone have a basic understanding of how to do Hands-Only CPR?
- Does anyone have questions about this technique?
- If you come across someone who has suddenly collapsed, what's the first step to take to help them?
- Has anyone had to call 911 because of a medical emergency? If yes, what do you remember about the experience?
- Has anyone heard of the Good Samaritan law? Can you explain it to the group?